

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

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R 270902Z FEB 75

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 2068

USDOC WASHDC

UNCLAS SECTION 1 OF 2 SINGAPORE 0809

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJ: POST RECOMMENDATIONS, FY 1977 CCP

REF: A. SINGAPORE 619; B. STATE A-100; C. STATE A-9016, 12/6/74

SUMMARY AND COMMENT

EMBASSY RECOMMENDS FOLLOWING CAMPAIGNS, OBJECTIVES AND ACTIVITIES FOR FY 77 CCP IN RESPONSE TO REF C. SUBMISSION INCLUDES SUMMARY OF PROGRAM ACTIVITIES AND CAMPAIGN WORKSHEETS. SECTION IV, RESOURCE ALLOCATION, WILL BE AIR POUCHED WHEN COMPLETED. EMBASSY EXPECTS MARKET RESEARCH AND CHANGING MARKET CONDITIONS MAY FURTHER REFINE RECOMMENDATIONS. END SUMMARY AND COMMENT.

I. SUMMARY OF FY 77 PROGRAM ACTIVITIES

1. PRODUCT CAMPAIGNS

1.1 MARKET RESEARCH CAMPAIGN: ELECTROMOTIVE

(MATERIAL AND PEOPLE MOVING) SYSTEMS, PRINTING AND GRAPHIC ARTS, AND TWO OTHER MARKET RESEARCH STUDIES.

1.2 MARINE ELECTRONICS/COMMUNICATIONS EQUIPMENT

1.3 EDP AND RELATED BUSINESS EQUIPMENT AND SYSTEMS

1.4 METAL WORKING EQUIPMENT OR POWER TOOLS FOR INDUSTRY

1.5 ELECTRICAL DISTRIBUTION EQUIPMENT OR ENERGY SYSTEMS

IN ADDITION, IF FY 76 MARKET CONDITIONS APPEAR TO JUSTIFY,

EMBASSY SUGGESTS ONE OF THE FOLLOWING OPTIONAL CAMPAIGNS:

1.6A EDUCATIONAL AND TRAINING AIDS OR LABORATORY INSTRUMENTATION

1.6B CONSTRUCTION EQUIPMENT

1.6C MEDICAL EQUIPMENT

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2. OTHER PRIORITY PROJECTS
2.1 REGIONAL EXPORT PROMOTION

II. CAMPAIGN WORKSHEETS

1.1 MARKET RESEARCH CAMPAIGN: ELECTROMOTIVE (MATERIAL AND PEOPLE MOVING) SYSTEMS, PRINTING AND GRAPHIC ARTS, AND TWO OTHER MARKET RESEARCH STUDIES.

CAMPAIGN STATEMENT

INITIAL RESEARCH SHOWS GOOD MARKET POTENTIAL FOR ELECTROMOTIVE SYSTEMS (MATERIALS HANDLING AND PEOPLE MOVING). MORE IN-DEPTH RESEARCH WILL INDICATE MOST SALEABLE PRODUCTS TO NARROW AND TARGET THEME.

ACCORDING TO PREVIOUS MARKET RESEARCH (SEPT. 1973), U.S. PRINTING AND GRAPHIC ARTS EQUIPMENT HAS BECOME MORE ATTRACTIVE IN RELATION TO THE JAPANESE AND GERMAN PRODUCT, EVEN THOUGH THE TOTAL MARKET SIZE HAS NOT INCREASED SUBSTANTIALLY. BY FY 77 THIS THEME SHOULD WARRANT FURTHER INVESTIGATION UNDER MORE RECENT MARKET CONDITIONS.

IN ADDITION, RESULTS FROM TRADE PROMOTION EVENTS AND PTR EVALUATIONS SHOULD INDICATE AT LEAST TWO OTHER THEMES FOR RESEARCH.

PROJECT OBJECTIVES

TO TEST THE VIABILITY AND SUITABILITY OF PRODUCT THEMES FOR EXHIBITIONS IN SINGAPORE.

ACTIONS

1. CONTRACT FOUR MARKET RESEARCH SURVEYS.
2. HOLD ONE CATALOG SHOW ON PRINTING AND GRAPHIC ARTS OR ELECTROMOTIVE SYSTEMS TO FURTHER TEST THE MARKET.
3. MOUNT USIS BOOK OR GRAPHIC ARTS DISPLAY IN COMMERCIAL SERVICES.

1.2 MARINE ELECTRONICS/COMMUNICATIONS EQUIPMENT CAMPAIGN STATEMENT

THE EXPANDING SHIPBUILDING AND REPAIR INDUSTRY AND OFFSHORE OIL EXPLORATION PROVIDE A GROWING MARKET FOR SHIP-TO-SHORE RADIOS AND MARINE ELECTRONIC GEAR -- GOOD FOLLOW UP THEME FOR FY 76 SHIPBUILDING EXHIBITION.

PROJECT OBJECTIVES:

15 U.S. FIRMS TO PARTICIPATE IN EXHIBITION AT TC, 5 AGENCY AGREE-UNCLASSIFIED

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MENTS, 10 TRADE OPPS, 5 ARTICLES RELEASED TO MEDIA.

ACTIONS

ISSUE COMPANY AND PRODUCT PRESS RELEASES OR DISTRIBUTE ARTICLE REPRINTS. COMMERCIAL NEWSLETTER ON THEME. HOLD FULL EXHIBITION AT TC. MAKE 20 KEYMAN CALLS, 10 TRADE OPPORTUNITIES. CONDUCT EXREP CAMPAIGN FOR FIRMS SEEKING REPRESENTATION.

1.3 EDP AND RELATED BUSINESS EQUIPMENT AND SYSTEMS

CAMPAIGN STATEMENT

RESULTS FROM AUGUST 1974 EDP SHOW WERE VERY GOOD. MARKET RESEARCH INDICATES CONTINUED RAPID EXPANSION OF MARKET, PROMISING EXCELLENT REPEAT EXHIBITION THIS THEME. FY 1977 EXHIBITION CAN CAPITALIZE ON MANY MAJOR PROJECT OPPORTUNITIES NOW IN PIPELINE. EDP IS ONE OF SINGAPORE'S HIGHEST PRIORITY MARKETS FOR U.S. PRODUCTS.

PROJECT OBJECTIVES AND ACTIONS

SAME AS 1.2. FULL EXHIBITION SHOULD BE EARLY AS POSSIBLE IN FY 77.

1.4 METAL WORKING EQUIPMENT OR POWER TOOLS FOR INDUSTRY

CAMPAIGN STATEMENT

DEMAND FOR METAL WORKING EQUIPMENT IN SINGAPORE HAS INCREASED FIVE-FOLD SINCE 1968, PRIMARILY DUE TO BOOM IN SHIPBUILDING AND REPAIR

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WORK. EXPANSION SHOULD CONTINUE ESPECIALLY FOR SERVICING EQUIPMENT USED IN REGIONAL OFF-SHORE OIL OPERATIONS. A RELATED BUT ALTERNATIVE THEME OF POWER TOOLS ALSO HAS GOOD PROSPECTS.

PROJECT OBJECTIVES AND ACTIONS

SAME AS 1.2. SINCE THESE TWO THEMES MAY INCLUDE PRODUCTS SIMILAR TO THOSE IN JULY '75 SHIPBUILDING EXHIBITION, FULL EXHIBITION SHOULD BE IN LAST HALF FY 77.

1.5 ELECTRICAL DISTRIBUTION EQUIPMENT OR ENERGY SYSTEMS

CAMPAIGN STATEMENT

SINGAPORE WILL CONTINUE TO NEED EQUIPMENT TO MAINTAIN AND EXPAND ITS ELECTRICITY GENERATING AND DISTRIBUTION SYSTEM. SINCE GOS IS THE MAJOR END USER OF THIS EQUIPMENT AND USES COMPETITIVE BIDDING, BEST FOR U.S. SUPPLIERS TO HAVE AN AGENT IN SINGAPORE.

PROJECT OBJECTIVES AND ACTIONS

SAME AS 1.2. ELECTRICAL DISTRIBUTION THEME COULD BE EXHIBIT ANY TIME DURING FISCAL YEAR, BUT ENERGY SYSTEMS EXHIBITION (T.C. OR OFFSITE) SHOULD BE LATE FY 77, AT LEAST 12 MONTHS AFTER APRIL '76 JAKARTA SOLO.

1.6A EDUCATIONAL AND TRAINING AIDS OR LABORATORY INSTRUMENTATION

CAMPAIGN STATEMENT

BOTH THEMES ARE RELATED TO GOS EFFORTS TO MAKE SINGAPORE "BRAIN CENTER" FOR REGION AND TO UPGRADE WORKER SKILLS. WE EXPECT INCREASING EFFORTS BY GOS TO SUPPLY INFRASTRUCTURE AND SKILLS NECESSARY TO UNCLASSIFIED

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SUPPORT HIGH TECHNOLOGY INDUSTRIES.

PROJECT OBJECTIVES AND ACTIONS

SAME AS 1.2. FULL EXHIBITION ON EITHER OF THESE TWO THEMES WOULD BE EXPLORATORY AND DEPENDANT ON FY 76 MARKET CONDITIONS.

1.6B CONSTRUCTION EQUIPMENT

DEMAND FOR CONSTRUCTION EQUIPMENT FOR DOMESTIC CONSUMPTION AND RE-EXPORT TO REGIONAL MARKETS SHOULD CONTINUE TO BE STRONG.

PROJECT OBJECTIVES AND ACTIONS

SAME AS 1.2. FULL EXHIBITION AT T.C. OR OFFSITE IS RECOMMENDED FOR LAST HALF OF FY 77 AT LEAST 12 MONTHS AFTER ISCM MARCH '75 SHOW AT SINGAPORE STADIUM.

1.6C MEDICAL EQUIPMENT

CAMPAIGN STATEMENT

GOS SHOULD BE MAKING MAJOR PURCHASES OF HOSPITAL AND MEDICAL EQUIPMENT AS IT COMPLETES ITS PRESENT HOSPITAL CONSTRUCTION PROGRAM. ALSO EXPECT REGIONAL SALES TO INCREASE SUBSTANTIALLY.

PROJECT OBJECTIVES AND ACTIONS

SAME AS 1.2. TC EXHIBITION WOULD BE FULL-HOUSE SEQUEL TO JANUARY 75 JEEP AND SHOULD BE EARLY AS POSSIBLE FY 77. RECOMMEND TRADE MISSIONS OR CATALOG SHOW IF FULL EXHIBITION NOT SCHEDULED.

2. OTHER PRIORITY PROJECTS

2.1 REGIONAL EXPORT PROMOTION

CAMPAIGN STATEMENT

SAME AS FY 76 CCP. THIS CAMPAIGN IS A CONTINUATION OF IMPORTANT
EFFORTS BY THE EMBASSY TO CAPITALIZE ON SINGAPORE'S REGIONAL ROLE.

PROJECT OBJECTIVES AND ACTIONS

SAME AS FY 76 CCP. TC WOULD GIVE DIRECT SUPPORT TO TWO OFFSITE
EXHIBITIONS. CRONK

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